Statement

(Rs. in Crores)

Sl. No.	States/UTs.	VII Plan outlay for rural roads under MNP
1.	Andhra Pradesh	24·00
2.	Assam	42·00
3.	Bihar	175·00
4.	Gujarat	150·00
5.	Haryana	10·00
6.	Himachal Pradesh	95·00
7.	Jammu & Kashmir	20·00
8.	Karnataka	60·00
9.	Kerala	25·00
10.	Madhya Pradesh	115·00
11.	Maharashtra	48·00
12.	Manipur	15·00
13.	Meghalaya	10·00
14.	Nagaland	2·50
15.	Orissa	50·00
16.	Punjab	..
17.	Rajasthan	45·00
18.	Sikkim	14·00
19.	Tamil Nadu	70·00
20.	Tripura	20·00
21.	Uttar Pradesh	650·00
22.	West Bengal	35·00
23.	Andaman & Nicobar Islands	10·00
24.	Arunachal Pradesh	30·00
25.	Chandigarh	..
26.	Dadra & Nagar Haveli	1·44
27.	Delhi	..
28.	Goa, Daman & Diu	0·35
29.	Lakshadweep	0·60
30.	Pondicherry	1·41
31.	Mizoram	20·00
	TOTAL :	1739·30

Commission to Accredited Advertising Agencies

2135. SHRI BIR BHADRA PRATAP SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that advertising time is given to accredited advertising agencies and 15 per cent commission is also given to them by the Doordarshan for advertising on the Television;

(b) if so, what are the details of total advertising timings given to M/s Shilpi Advertising Limited, Bombay and their other offices during the last 2 years with the names of clients and the commission paid;

(c) what are the details of prime timings allotted to this agency during the last 10 months: and

(d) whether it is a fact that M/s Shilpi Advertising Limited has been given some sponsored TV programmes during the last 1 year and if so, the details in this regard with the amount of commission given to this agency?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI AJIT PANJA): (a) No time is given to any advertising agency. They submit contracts in respect of the requirements of their clients. The accredited and recognised agencies are entitled to 15 per cent commission on the ads actually telecast while the Registered agencies get 10 per cent commission.

(b) No advertising time was given to M/s Shilpi Advertising Ltd., Bombay. The total time of the advertisements of their clients telecast during the last 2 years, the name of the clients and the commission paid to

the advertising agency are given below:—

Year	Duration of ads telecast	Commission paid to the agency	List of clients
1985-86 . .	5200 seconds	Rs. 8,36,249/-	(1) M/s Nitex Corporation, Ahmedabad (2) Amba Lal Sarabhai Enterprise Ltd., Bombay (3) UTI, Bombay (4) Cera Sanitaryware Ltd., Ahmedabad (5) Gujarat Narmada Fert. Ltd., Bharuch (6) Indian Petro Chemicals Ltd., Baroda (7) Midas Care, Bombay (8) Air Canada, Bombay (9) Nutrine Confectionery, Bangalore (10)Modela Textiles, Bombay (11) VIP Industries, Bombay (12) Reckit & Colman, Bombay (13) Mefco Ltd., Bombay.
1986-87 .	2780 seconds	Rs. 7,79,027/-	

(c) The details of ads booked by the agency in the Super A time category during the period from 1st January, 87 to 31st October, 87 comes to 1870 seconds. Out of this, 420 seconds is on national channel and the remaining 1450 seconds on various Doordarshan Kendras.

(d) Yes, Sir. The details of programmes sponsored by M/s Shilpi Advertising from January this year is given below:—

Particulars of programmes	Commission paid
	Rs.
(i) Sponsorship of one 30 minute part of regional feature film on the national network :	10,500/-
(ii) Sponsorship of 5 krishi Darshan programmes over Delhi, LPT :	33,000/-

T.V. Serial Satyajit Ray Presnts

2135. SHRI BIR BHADRA PRATAP SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that TV sponsored serial titled "Satyajit Ray Presents" was criticised by the Press and the viewers;

(b) whether it is also a fact that most of the episodes shown on the prime slot of 9.00 P.M. were short of their duration;

(c) if so, what action was taken by the concerned Deputy Director General, Doordarshan to reject these episodes;

(d) whether it is also a fact that this serial was a short film and this was divided into parts; and

(e) if so, who is responsible for showing such serial and whether any responsibility has been fixed on the concerned officer and if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI AJIT PANJA): (a) There has been mixed reaction to this serial from the Press and the viewers.

(b) and (c) No, Sir. Only a few episodes were found short of the re-